



Franklin Road Weed and Seed

Marietta, GA

Law Enforcement

Increased Patrols
Partnership w/ATF
New Gang Unit

2009 Violent Crime
down 11%

Community Policing

In 2007 launched new
Marietta Police
Athletic League

Basketball
Martial Arts
Swimming
Golf
Ballet
Tutoring
Marietta Y.E.L.L.S.
Mentoring Program

Neighborhood Restoration

Promoting:
Homeownership
Training
Crime Free Housing
Redevelopment

Increased Code
Enforcement
Streetscape Project
GreenTech Corridor

Prevention/ Intervention/ Treatment

Key Partners:
Boys & Girls Club
Latin American
Association
Travelers Aid

Project Safe
Neighborhood -
Anti-Gang Initiative
R.I.S.E.
United Way -
Early Learning
Initiative
Community
Association
Business Association

**Weed and Seed, a community-based strategy sponsored by the U.S. Department of Justice (DOJ),
is an innovative, comprehensive multiagency approach to law enforcement, crime prevention, and community revitalization.**

FRANKLIN ROAD WEED AND SEED, MARIETTA, GEORGIA

Demographics: Franklin Road, Cobb County, Marietta, Georgia

- ❑ Over 12,000 residents, including 1,000 school aged children
- ❑ 11 apartment complexes, 2 home ownership communities
- ❑ More than 300 area businesses

History:

- ❑ March 2002, initial discussions about increased crime and community deterioration began with City and County government, law enforcement, residents, businesses and community partners.
- ❑ June 2003, Weed and Seed Steering Committee was formed with federal and state representation.
- ❑ August 2006, US Department of Justice awarded Franklin Road Weed and Seed project with Official Weed and Seed Recognition.

Funding:

- ❑ 2006-07 Weed and Seed funding of \$175,000 was awarded.
- ❑ 2007-08 Weed and Seed funding of \$200,000 was awarded.
- ❑ 2008-09 Weed and Seed funding of \$150,000 was awarded.
- ❑ 2009-10 Weed and Seed funding of \$142,000 was awarded.
- ❑ 2010-11 Weed and Seed funding of \$157,000 to be awarded.

Additional funding and support provided by the Cobb Community Development Block Grant (CDBG) program, the City of Marietta, United Way of Metropolitan Atlanta, the Bureau of Justice Assistance's Project Safe Neighborhood Initiatives and other community partners.

INITIATIVES and ACCOMPLISHMENTS:

➤ Law Enforcement efforts resulted in 14% reduction in violent crime

- Marietta Police Department's partnership with the Federal Bureau of Alcohol, Tobacco, Firearms, and Explosives, the U.S. Attorney's Office and other law enforcement partners has consistently decreased crime through increased patrols, increased surveillance, implementation of a new gang unit and other strategic endeavors.

➤ Community Policing - more positive interaction between law enforcement and residents

- In 2007, Marietta Police Department approved the formation of the Marietta Police Athletic League (PAL). PAL provides mentorship, recreation and educational programming for area youth. They're first initiative was a United Way sponsored partnership with Soccer in the Streets. Since then PAL has provided tutoring, mentorship, basketball, swimming, martial arts, and dance programs.
- Periodic town hall meetings provide crime stats and address community concerns; increased bicycle and foot patrols help encourage more direct interaction with residents; and hundreds of residents attend the annual National Night Out events held each August.

➤ Prevention/Intervention/Treatment:

➤ Adults and Families

- 2008-2010, implemented an Anti-gang Initiative entitled RISE (Raising Individuals to Sustain Empowerment) – which provides a comprehensive approach to educate and support the entire family, and thereby prevent youth involvement in adverse behavior.
- In 2008, launched Early Learning Initiative, in partnership with United Way, to provide assistance to area families with children 0-5 years old. Program includes home visiting, group meetings, school transition initiatives and parent leadership development, to increase school readiness and long term educational success for the preschool children of Franklin Road.
- Partnerships with the Latin American Association, Travelers Aid, Communities in Schools, Girls Inc., the Center for Family Resources and others. Partners provide assistance and referrals to more than 3,000 area residents annually.

➤ **Youth Programs**

- Partnerships with Franklin Road Boys and Girls Club, Marietta YELLS (Youth Empowerment through Learning, Leading and Serving), the Marietta Police Athletic League, Girl Scouts, Cobb Community, Park Street Elementary School, Lockheed Elementary School, Marietta High School, Active Prevention Programming for Latino Youth (APPLY), Girls Inc., Big Brothers Big Sisters and others.
- Partners enroll more than 300 area youth annually in educational programs, focused on tutoring, mentorship, leadership, sports and recreation.
- At annual Back to School Bash, Franklin Road Community Association in partnership with community businesses and agency partners provide youth with backpacks and school supplies.
- At annual Holidays Around the World event, Franklin Road Community Association in partnership with community businesses and agency partners provide area youth with holiday gifts.

➤ **Neighborhood Restoration – Community Development**

- In 2010, the Atlanta Regional Commission awarded the City of Marietta a grant worth \$3,016,798 to further fund transportation improvements along Franklin Road.
- In 2010, the City of Marietta used Parks Bond funds to purchase Preston Chase apartments on Franklin Road to expand the city's park system
- In 2009, state of Georgia approved new Opportunity Zones on Franklin Road and other parts of Marietta to provide tax incentives which encourage new businesses to locate in the area.
- Public Works is planning to implement much anticipated streetscape upgrades at both ends of Franklin Road.
- In 2009, Public Works is planning to implement much anticipated streetscape upgrades at both ends of Franklin Road.
- In 2007, the Atlanta Regional Commission recognized Marietta for its efforts to improve the Franklin Road community, under their Community Building and Involvement category.
- Marietta's Economic Development Department is currently working on the Global GreenTech Corridor project which would create an ecosystem, where business, academia and government collaborate in building the renewable energy technologies of the future.
- Code Enforcement contributes 15% of time and resources to enforcement and education in the Franklin Rd community.
- Franklin Road Apartment Managers meet regularly to address concerns and coordinate community initiatives.
- Franklin Road Community Association (FRCA) is currently developing a long term strategic plan to include becoming an official 501(c)3 non-profit organization. FRCA meets twice monthly to plan community events and address community concerns.
- A Franklin Road Business Association is still planned for the area.

For more information regarding the Franklin Road Weed and Seed Project contact:
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